

# Community Health Key Findings

Division of Community Health

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National Center for Chronic Disease Prevention and Health Promotion  
Division of Community Health



# **PRESENTATION OVERVIEW**

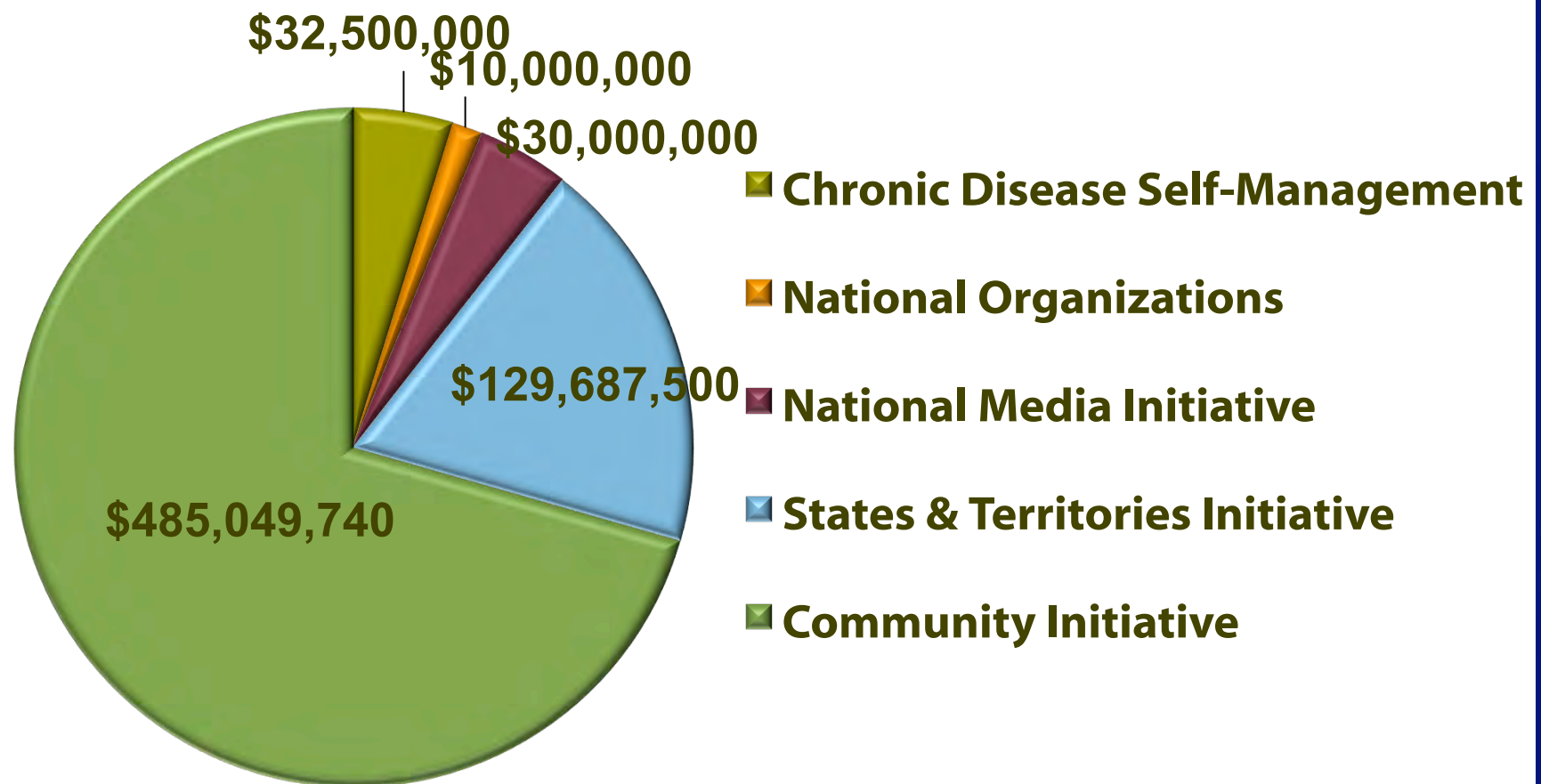
- **Agency Investment and Program Goal**
- **50 Communities: Type and Topics Areas**
- **Sample Community Objectives**
- **At A Glance: Short, Intermediate, Long-term Results**
- **Community Sustained Impact**
- **Summary**

## **CPPW Program Goal**

- **Support policy, systems and environmental (PSE) improvements that would provide sustained benefits for residents of the funded communities, including**
  - Implementing complete streets and master plans to improve opportunities for people to walk, bike, and use mass transit.
  - Increasing physical activity and healthy food and drink options in schools.
  - Increasing the number of smoke-free environments to reduce exposure to secondhand smoke.
  - Increasing access to resources to help people stop smoking and use other types of tobacco.

# Communities Putting Prevention to Work

## Agency Investment in Communities: \$485 Million



# 50 CPPW Communities



- Communities:
  - 14 large cities
  - 12 urban areas
  - 21 small cities and rural counties
  - 3 tribal nations
- Topic:
  - 28 Obesity
  - 11 Tobacco
  - 11 Obesity & Tobacco

## **Sample CPPW Community Objectives**

- By March 2012, implement school and/or county policies requiring daily physical education for middle and high school students community wide.
- By March 2012, develop and/or implement healthy food and beverage policies in at least three county departments.
- By March 2012, five hospital campuses will implement new tobacco-free campus policies.

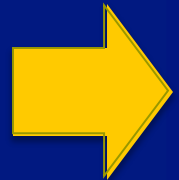
# **CPPW At A Glance**

## **Interventions**

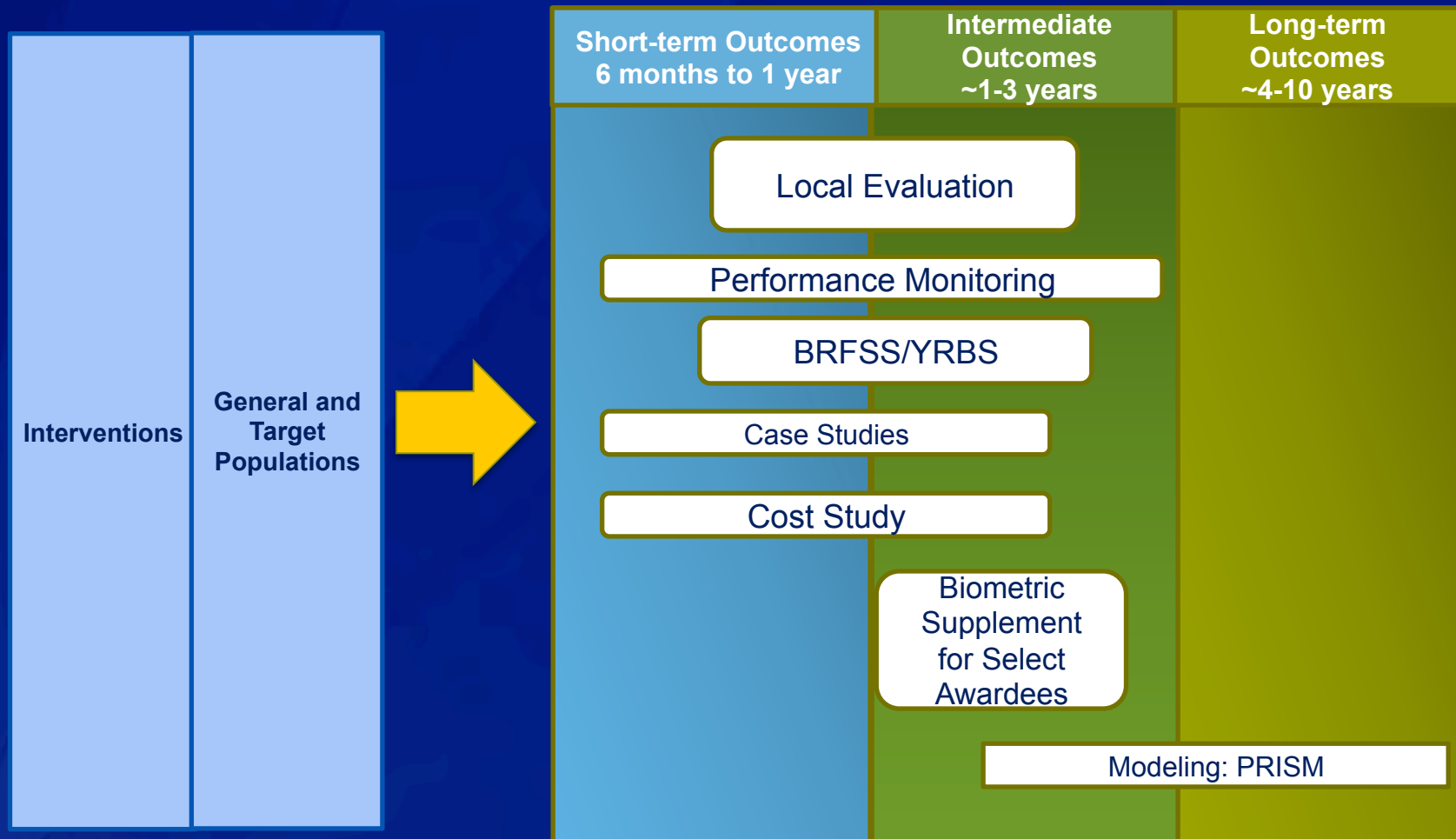
- Increase access to physical activity opportunities
- Increase access to environments with healthy food or beverage options
- Increase protection from deadly secondhand smoke exposure
- Increase exposure to public health education messages

## **Populations**

- General
- Targeted



# CPPW At A Glance



## **CPPW Results: Short-term**

- **73 percent of objectives completed by June 2013**
- **An estimated**
  - **45.2 million** Americans experienced increased access to physical activity opportunities
  - **40.9 million** Americans had increased access to environments with healthy food or beverage options
  - **27.4 million** Americans had increased protection from deadly secondhand smoke exposure
  - **55 million** Americans had increased exposure to recurring public health education messages

## **Sample Local CPPW Results: Short-term and Intermediate Outcomes**

- **Los Angeles County**

- Community members use of school facilities for physical activity, as a result of CPPW supported Joint Use Agreements, was 16 times higher in schools involved in the program than in other schools. About two-thirds of all community members using school facilities participated in moderate or vigorous physical activity.

- **Seattle, WA**

- Schools receiving CPPW funds showed a decline in obesity prevalence in low-income school districts; non-CPPW school districts showed no such decline.

## **Sample Local CPPW Results: Short-term and Intermediate Outcomes**

### **■ Philadelphia, PA**

- CPPW supported Philly Food Bucks initiative that included a bonus incentive tied to Supplemental Nutrition Assistance Program (SNAP) was associated with self-reported increases in fruit and vegetable consumption and increased SNAP sales at participating farmers markets in low-income communities.

### **■ Las Vegas, NV**

- CPPW supported public health education initiative was implemented to increase trail use. The effort featured print, online, radio ads, billboards and signage on gas pumps. Mean walking trail usage increased from 3.91 to 5.95 users per hour after the initiative.

## **Sample Local CPPW Results: Short-term and Intermediate Outcomes**

- **New York City**

- CPPW supported enhancement of the Primary Care Information Project with the Health eQuits program. Initially, a mean of 23% of documented smokers received at least one smoking intervention. At intervention completion a mean of 54% of documented smokers received at least one smoking intervention.

- **In Los Angeles County and Cook County, Illinois**

- CPPW supported school meal nutrition interventions; menu changes resulted in a net reduction of calories, sugar, and sodium content offered in the meals. Net fewer calories offered as a result of the interventions were estimated to be 64,075 kcal per student per school year for Los Angeles County and 22,887 kcal per student per year for suburban Cook County.

## Long-term Estimated Benefits Based on Sustaining Completed Interventions through 2020

Outcome	Estimated Benefits
Chronic disease-related deaths averted	14,000 deaths
Health care costs averted	\$2.4 billion
Estimated cumulative savings for each dollar invested	\$5.44

These are preliminary results from a simulation model and subject to change

## Sustained Impact of CPPW

### ■ Mid- Ohio Valley, West Virginia: Grocery Stores

- Convenience stores in this rural area now have incentives to offer more fresh fruits and vegetables. Stores receive at least a 20% reduction in the cost of the Retail Food Permit for these foods. More than **140,000 residents** now have greater access to fruit and vegetables at their local convenience stores.
- Walmart, Galaxy Food Stores, and Foodland now display fruit, healthy snacks, cereals, and bottled waters adjacent to toy aisles. They have created healthy check-out aisles, with high nutritional food items and toys that promote physical activity. The changes benefit the county's **133,000 residents**.

### ■ Boston: Smoke-free Multi-Unit Housing

- One of the largest U.S. cities to implement smoke-free public housing. Smoking cessation services with nicotine replacement therapy were offered to all **27,000 residents** and employees through city-wide cessation programs, health care providers, and the Massachusetts Smoker's Quitline. Boston has supported five community development corporations in transitioning **1,700** affordable housing units to smoke-free housing.

## Sustained Impact of CPPW

- **San Antonio: Joint-Use Agreements for Walking and Biking Trails**
  - City of San Antonio and its Housing Authority (SAHA) created Joint-Use Agreements to allow all the city's **1.3 million residents** to use walking and biking trails with fitness stations to increase access to physical activity.
- **Tri-County Health Department, Colorado (serving Adams, Arapahoe and Douglas Counties): Healthier Food and Beverage Standards in 14 School Districts**
  - These standards are based on Institute of Medicine recommendations which call for the provision of nutritious fruits, vegetables, whole grains, and nonfat or low-fat milk. The districts also encourage non-food or healthy food-related parties or rewards in the classroom. Nearly **232,750 students** now benefit from these improvements.

## Summary

- **CPPW demonstrates the potential benefits of implementing large-scale interventions to improve long-term health.**
- **CPPW increased local capacity to implement and evaluate public health interventions.**
- **Over 100 manuscripts have been published in peer-reviewed journals.**

# Thank You

**For more information please contact Centers for Disease Control and Prevention**

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